

## Individual Fundraising with GoFundMe

1. Visit [www.gofundme.com](http://www.gofundme.com) to get started
  - Other crowdfunding websites are available to you; GoFundMe is the largest and is now merged with YouCaring
2. Write a “letter” summarizing your reason for starting the GoFundMe campaign to your target audience
  - Keep it simple
  - Recognize what audience you are writing for
    - Family, friends, coworkers, etc.
3. Post and repost your GoFundMe!
4. Send an email to family members
  - Summarize GoFundMe “letter” in a short 1 paragraph email and include your campaign link to send to family members who aren’t active on social media
5. Send updates to your donors
  - Once you’ve returned from your trip, post an update on your GoFundMe or social media including pictures and information about how your trip went

Suggested format:

**1. Introduction**

- a. Write 1 to 2 sentences about your education and your involvement with GMT

**2. Information**

- a. Write a short paragraph giving information about where and what you will be doing on your trip. (When referring to your role in clinics remember to stay ethical).

**3. Motivation**

- a. Write 1 to 2 short sentences about why you want to go on the trip

**4. Cost breakdown**

- a. Write a short paragraph that will break down the costs of your attendance. (Trip cost, airfare, supplies, spending money)

**5. Thank your Donors**

- a. Include a short thank you message to your donors describing how their contribution will be doing more than helping you (it will also be helping the people you will interact with in clinic)

**6. Conclude**

- a. End with formal sign-off
- b. Include an up-to-date picture or headshot
- c. Link a trip video

**Example “letter”:**

**\*\*\*remember to tailor your campaign entry to you and your trip specifically\*\*\***

**Hello family and friends!**

As many of you know, I am currently attending The University of Texas at Austin working toward a degree in Biomedical Engineering (focused on biology and biochemistry). I am a member of an organization here on campus called Global Medical Training (GMT) a nationwide student organization focused on humanitarian efforts, providing free medical care to people in countries with limited access to healthcare.

This summer, I was selected to go on a week-long trip sponsored by GMT to Lima, Peru! I am incredibly excited for this opportunity and have been working all year to make it happen by participating in volunteer and fundraising events. At a rural clinic in Peru, I will work alongside experienced doctors, observing and at times even participating in medical assessments. As students, we will serve as a bridge between patients and doctors. I am aware of the basic shortcomings in underserved Peruvian communities—in some cases patients are receiving healthcare for the first and only time in their lives—but by actually being there, witnessing their struggles first-hand, I know I will positively impact the lives of the patients as well as my own. The experience of a GMT trip from start to finish is something I will carry with me forever, and it will no doubt contribute to my life as an undergraduate, future medical student, and physician’s assistant. However, this trip and the services we provide are most important to the people in Peru. A portion of my participation cost goes directly to the needs of the Peruvian clinic.

My involvement in GMT and many classes I have taken here at UT have showed me that my passions and aspirations in life lead me to working in the medical field. It was a difficult switch to make, transitioning from engineering to focusing on natural sciences, but I know it will be well worth it.

The cost of the trip is \$1,205 not including airfare, medical equipment, scrubs, etc. that I will need in order to participate in care. The other students from GMT and I have also been given the opportunity to travel from Lima to Cusco, Peru to hike up to Machu Picchu! When factoring in the flights to, from and within Peru, as well as the cost of the equipment I’ll need, the total cost will come to \$2,500.

It is an incredible privilege to have the opportunity to learn about the culture, history, education, and politics in Peru as well as the Public Health issues that Peruvians face every day. Each and every donation is so greatly appreciated and will go toward the larger cost of bringing me to Peru, but also toward GMT's effort to improve the lives of the people in Lima, Peru.

I cannot wait to share my experiences and story with all of you this May! Thank you so much for your support.

Love always,

Sierra Dawn Shinn

**Example "email":**

**\*\*\*remember to tailor your email to you and your trip specifically\*\*\***

**Hello!**

**I'm so fortunate to have the opportunity to travel to Peru this summer. I'll be travelling with a pre-medical student organization I'm part of here at the University of Texas called Global Medical Training (GMT). I'll be volunteering at a rural clinic in the Andes Mountains outside of Lima, Peru. The cost of the trip is pretty substantial, so I wanted to reach out to as many people as I could who'd be willing to read my story and donate to my fundraiser. I'm including the link (found below) to the fundraiser I posted which contains more details about what I'll be doing in Peru as well as a video of the organization's 2017 Peru trip! Each and every donation is so greatly appreciated and will go toward the larger cost of bringing me to Peru, but also toward GMT's effort to improve the lives of the people in Lima, Peru. Our trip leaves on May 20th and returns June 1st.**

**I cannot wait to share my experiences and story with all of you this May! Thank you so much for your support.**

**Love,**

**Sierra**